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Faculty of Economics and Business

**An Investigation of the Determinants of Self-Employment:
A Mediation of Entrepreneurial Motivation in
Bauchi State, Nigeria**

Muhammad Adamu

**Doctor of Philosophy
2018**

An Investigation of the Determinants of Self-Employment: A Mediation of
Entrepreneurial Motivation in Bauchi State, Nigeria

Muhammad Adamu

A thesis submitted

In fulfillment of the requirements for the degree of Doctor of Philosophy
(Entrepreneurship)

Faculty of Economics and Business
UNIVERSITY MALAYSIA SARAWAK
2018

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ACKNOWLEDGEMENT

In the name of Almighty Allah, the Sufficiently Beneficent, the Exceedingly Merciful. All praises were due to Allah, the Lord of this world and what it contains, whom has been lonely owed to be worshipped. May His abundant peace and blessings be upon the Prophet, Muhammadur Rasulullah (SAW). I cannot begin to remember the magnanimous, numerous and consistent contributions and guidance rendered to me by my supervisor, Dr Mahani Binti Mohammad Abdu Shakur toward making the achievement of my esteemed academic accolade an extreme reality. I feel obliged to thank Assoc. Prof. Dr. Rossazana Abdu Rahim for her numerous motivations as a postgraduate coordinator. Most especially, the supports and prayers done to me by my parents, my wife and my children at the very crucial period coupled with instant pressure and consistent academic challenges cannot be over-emphasized and so would continue to remain memorable. My special appreciation to the management of Bauchi State University, and former Dean FSMS, Professor Muhammad Bashir Jumare for their stewardship, courage and consistent motivation which have been so fundamental toward this journey to pursue a venerated academic crest.

Similarly, my best regard to Dr Wasilu Suleiman, a colleague, whom the extent of knowledge sharing amongst us always awakens me and remain on my mind, and to Dr Faruq Muhammad Abubakar. Much regards to Baba-Ali Ashemi, Saif Shah and numerous colleagues, friends and relatives.

MashaAllahu La Quwwata illa Billah. Alhamdulillahi, Falillahil hamd.

ABSTRACT

Self-employment is becoming more dominant topic due to the persistent prevalence of unemployment issues in Nigeria. Thus, the aim of this research is to conduct an investigation of the determinants of self-employment and the mediating role of entrepreneurial motivation among potential entrepreneurs in Bauchi State, Nigeria. This study employed quantitative technique through a cross-sectional survey where questionnaires were distributed and primary data were collected for the study. Through the analysis using PLS-SEM, the study findings suggested that the independent variables namely; transformationality, resilience, autonomy, machinery/equipment, vocational training, ICT, taxation incentives, financing and entrepreneurial motivation as a mediating variable significantly influences self-employment. Hence, these stimulate the potential entrepreneurs to make persistent and intense efforts in their pursuit for the accomplishment of self-employment. This study incorporates some less-researched factors (some other dimensions of entrepreneurial traits, economic incentive factors and entrepreneurial motivation) that influence self-employment. Furthermore, this study theoretically incorporates three theories (i.e. the vroom expectancy motivation theory, the personality trait theory and the economic entrepreneurship theory) especially in developing the conceptual framework for the study. The novelty of this study lies in the merging of the selected theories to develop the research framework. Other than that, exploring the under- researched factors of self-employment determinants in the context of Nigeria also added value to self-employment literature.

Keywords: Self-employment, new business start-up, potential entrepreneurs, entrepreneurial traits, economic incentive factors, entrepreneurial motivation, Nigeria

***Penyelidikan dalam penentuan untuk bekerja sendiri: Pengantaraan motivasi
keusahawanan di negeri Bauci, Nigeria***

ABSTRAK

Wiraswasta telah menjadi topik yang dominan disebabkan oleh isu-isu pengangguran yang berterusan di Nigeria. Justeru, matlamat penyelidikan ini adalah untuk menjalankan penelitian terhadap penentu wiraswasta dan peranan perantaraan motivasi keusahawanan dalam kalangan usahawan berpotensi di negeri Bauchi, Nigeria. Penyelidikan ini menggunakan teknik kuantitatif secara keratan rentas di mana soal selidik diedarkan dan data primer dikumpulkan untuk kajian ini. Melalui analisis yang menggunakan PLS-SEM, dapatan kajian mencadangkan pembolehubah bebas iaitu; transformasi, ketahanan, autonomi, jentera/peralatan, latihan vokasional, ICT, insentif percukaian, pembiayaan dan motivasi keusahawanan sebagai pemboleh ubah pengantara yang sangat mempengaruhi wiraswasta. Oleh itu, perkara ini telah merangsang usahawan yang berpotensi untuk meningkatkan usaha secara berterusan dan sengit agar usaha untuk menjadi wiraswasta tercapai. Kajian ini menggabungkan beberapa faktor yang kurang diteliti (beberapa dimensi ciri keusahawanan, faktor insentif ekonomi dan motivasi keusahawanan) dalam mempengaruhi wiraswasta. Tambahan pula, kajian ini secara teoretikalnya menggabungkan tiga teori (iaitu teori motivasi jangka pendek, teori keperibadian dan teori keusahawanan) terutamanya dalam membangunkan kerangka konseptual bagi kajian ini. Pembaharuan dalam kajian terletak pada penggabungan teori yang dipilih untuk membangunkan kerangka penyelidikan ini. Selain itu, meneroka faktor-faktor yang kurang dikaji berkaitan penentu wiraswasta dalam konteks Nigeria, akan memberi nilai tambah kepada literatur wiraswasta.

Kata kunci: *Wiraswasta, permulaan perniagaan baharu, usahawan yang berpotensi, ciri-ciri keusahawanan, faktor insentif ekonomi, motivasi keusahawanan, Nigeria*

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BSGN	Bauchi State Government of Nigeria
CR	Composite Reliability
EET	Economic Entrepreneurship Theory
EMV	Entrepreneurial Motivation
FIN	Financing
FGN	Federal Government of Nigeria
ICT	Information and Communication Technology
MEQ	Machinery/Equipment
PLS-SEM	Partial Least Square-Structural Equation Modeling
PTT	Personality Trait Theory
RSL	Resilience
SEM	Self-Employment
SPSS	Special Package for Social Sciences
SMEDAN	Small and Medium Enterprises Development Agency of Nigeria
SS	Sample Size
TAX	Taxation
TRF	Transformationality
VEMT	Vroom Expectancy Motivation Theory
VTR	Vocational Training

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter is organized into sections. The first section describes the background of the study, highlighting the basic elements upon which the research is focused to achieve thus provide the overall overview of the study in potential self-employment accomplishment. The second section provides the problem statement, which explains the main genesis and motivation for conducting the research, which seeks to be resolved through the established research questions, objectives and hypotheses testing. The third section highlights the research gaps that spring from the problem statement, which is expected to be filled and attain the objectives of the research. The fourth section defines the research objectives, stating the main objective, followed by the specific objectives thus are clear and attainable. Furthermore, the fifth section stated the research questions which entails the basic questions that the research seeks to provide answers, through hypotheses testing. The sixth section cited the conceptual framework of the study, which detailed the variables of the research and how they are linked in the framework for a hypothesized relationship. The seventh section highlights the significance of the study, which shows the worth and implication of the results of this research to various stakeholder. The scope of the study is provided in the eighth section that highlights the background of the study area and its characteristics. The ninth section shows the definition of terms for the constructs of this research, which is important in design of questionnaire items. Finally, the tenth section highlights the structure of the thesis in a diagrammatic countenance.

1.2 Background of the Study

Today, the predicament of unemployment has been a major concern even among the developed nations, and especially the developing nations. For this ground, the need for employment creation becomes desirably crucial. However, universally, there is anxiousness among stakeholders such as governments and relevant stakeholders as to the result and justification of the investment that is being made continuously on self-employment (David & Chris, 2014; Idris, 2015). In this research, potential entrepreneurs are graduates of Universities, Polytechnics, Colleges and failed small business owners that are currently undertaking training at the entrepreneurship and skills acquisition centres in Bauchi State, Nigeria. The overreliance of the potential entrepreneurs to be employed in public or government organizations depressed them from having the passion and zeal to start a new business and become self-employed (Sozen & O' Neill, 2017). Thus, it is expected that with due interest in the potential and proper motivation from the stakeholders, the level and rate of unemployment can be reduced through embracing new business start-up by the potential entrepreneurs, despite the global financial crisis (Dawson, Henley & Latreille, 2009).

Recently, the global financial crisis (economic downturns) has increased an adverse long-lasting consequence all over the world, resulting in job losses and rising unemployment (Naude, 2011; Garba, 2015; Idris, 2015). Unemployed individuals have found themselves in a particularly vulnerable position (Oppong & Paul, 2015). The losses of jobs increased more appreciation of self-employment as an alternative for individuals most particularly potential entrepreneurs. Subsequently, self-employment is expected to proffer a way to reduce poverty level, improve living standard as well as earn more income and have a better career for sustainable livelihood among potential entrepreneurs (Badal, 2010; Yusuf, 2013).

To achieve such sustainable livelihood, nations across the globe should encourage individuals to venture into self-employment as a way of earning a living and reducing cases of unemployment (Naude, 2011). However, venturing into self-employment may be successful through an effective motivation for the potential entrepreneurs. Potential entrepreneurs have to be motivated and supported in order to have a reasonable background to realize a successful self-employment (Ayodeji, 2015). To clearly identify these motivational factors, stakeholders are trying to identify the main determinants of self-employment, particularly factors from the environment such as economic incentive factors (Jagero et al., 2011; Ayyagari, Demircuc-Kunt & Maksimovic, 2014).

In order to create the right atmosphere for self-employment, the motivation of potential entrepreneurs can be understood from the context of the environmental factors (economic incentive factors). The motivations and support of all stakeholders involved would enhance the readiness of potential entrepreneurs and motivate them to start their own business (Sozen & O'Neill, 2017). Therefore, it might be of great importance that the support of these stakeholders (i. e., government and investors) would give more courage for the potential entrepreneur's self-employment realization. Against this backdrop, the provision of motivational support for potential entrepreneurs becomes essential in starting a successful self-employment (Kisker, 2016).

Likewise, the need for such motivational support and incentives might be crucial for potential entrepreneurs, in order to effectively engage in occupations that are acquired in the entrepreneurship and skills acquisition centres in the study area. Such occupations include computer maintenance and operation works, textile designing, tailoring, electrical installation and maintenance work, furniture making, soap making, shoemaking,

blacksmithing, horticulture and gardening, lotion and cream making, poultry farming, ceramic making, welding work, animal rearing, trading, carpentry and joinery, merchandising, and livestock/husbandry. However, for the potential entrepreneurs to effectively be integrated into such occupations, there must be some motivations and incentives for them to succeed. The motivational support and incentives may include ICT facilities, as well as skills acquisition such as vocational training provided by government and relevant stakeholders (Susanne, 2016). Other motivational support and incentives such as tax incentives and financing may support and motivates potential entrepreneurs in the new business start-up (Chowdhury, 2017).

In this context, as a study area for this research, Nigeria is a country in Africa with the largest population of more than 170 million people, and with an unemployment rate of 18.8% (NBS, 2017). Also, Bauchi State in Nigeria is among the ten states with the highest unemployment rate of 41.4% (NBS, 2016) and with a population of about 5 million people. Nevertheless, despite anxiousness by the various stakeholders over the result of their investment for job creation, entrepreneurs from the context of this study as a developing nation, are undoubtedly facing varieties of issues regarding the motivational factors and incentives for a successful self-employment realization (Idris, 2015). However, although the potential entrepreneurs mostly relied on government jobs, thus are reluctant to venture into a new business of their own, still these issues are still yet to be resolved. Such reluctance by the potential entrepreneurs may be reduced through the effective provision of motivational support such as the provision of machinery/equipment, ICTs, vocational training, taxation incentives and financing (Dike, 2013; Feyitimi et al., 2016; Taiwo, Temitope & Edwin, 2016; Ehinmowo & Fatuase, 2016; Mercy, 2017).

However, provision of the motivational supports supplementing a good self-employment start-up in the context of developing countries has been inadequate (Obamuyi, 2017). This prevails because the extent of intervention on entrepreneurship development that is expected to generate employment, increase income and reduce poverty has not been significantly supported. These have been as a result of flaws in the economic policies for the support and the motivations of the potential entrepreneurs (Ndubuisi & Oko, 2015). The funds that are budgeted for the sole purpose of supporting the entrepreneurship development, particularly the new business start-up were mismanaged (Garba, 2015). Such mismanagement of these funds rendered the provision of the motivational support for the potential entrepreneurs ineffective.

However, despite the mismanagement of these funds and flaws in economic policy, to ensure that all these issues are properly tailored for self-employment to be realized by potential entrepreneurs, the Federal Government of Nigeria continues to proffer a possible solution. The Nigeria Federal Government, apart from recent economic policy restructuring, also signed an international collaboration that served as a policy, which emphasized the compulsory study of entrepreneurship at all levels in all tertiary institutions in Nigeria known as Entrepreneurship Development Programme (SMEDAN, 2011).

Another part of the economic policy is the reduction in over reliance on the oil sector. In Nigeria, almost vast of the present economic problems have been because of relying on a particular sector of the economy, especially the oil sector. This resulted in the abandoning of the other sectors of the economy, including manufacturing, as well as agriculture, which are regarded as the major sectors the country was depending on before the discovery of crude oil (Ogbo & Nwachukwu, 2012).